CALIFORNIA STRATEGIC GROWTH COUNCIL

Communications Update

This is a brief synopsis of communications efforts to further Strategic Growth Council goals and objectives from January – April 2018.

Staff Outreach Efforts

Recorded below are speaking engagements, conferences and other events in which staff participated to further Strategic Growth Council goals and objectives.

Date	Event Name	Location
1/29/2018	Bureau of Land Management - Regional Conservation Assessments	Sacramento
1/30/2018	Verde Exchange 2018	Los Angeles
1/31/2018	AHSC Roundtable	Napa
1/31/2018	Government Alliance on Race and Equity's Statewide Convening in San Francisco on State Policy Opportunities/Leveraging the [HiAP Racial Equity] Capitol Cohort: Looking at how developments at the state level could have important impact on local efforts to advance racial equity	
2/1/2018	New Partners for Smart Growth Conference	San Francisco
2/2/2018	California Native Plant Society - Rare Plant Conservation Planning	Los Angeles
2/7/2018	California Energy Commission Symposium	Sacramento
2/13/2018	Natural and Working Lands Implementation Plan Steering Committee meeting	Sacramento
2/13/2018	Sustainable Building Working Group	Sacramento
2/14/2018	Meeting of Bay Area conservation community and High Speed Rail Authority (HSRA) re wildlife crossings and mitigation	San Francisco
2/15/2018	AHSC Groundbreaking	Los Angeles
2/20/2018	Steering Committee: Climate Change Research Program	Sacramento
2/21/2018	LARC Quarterly Membership Meeting	Los Angeles
2/22/2018	CAT Research Working Group	Sacramento
2/22/2018	California Biodiversity Council - Interagency Alignment Team	Sacramento
2/26/2018	Field meeting of HSRA and conservation community regarding wildlife crossing specifications in South San Francisco Bay alignment of HSR	Santa Clara County
2/27/2018	Urban Greening Grant Program public workshop	Oakland
2/27/2018	Valley GO Rural Car Share Kick Off Meeting	Visalia
2/28/2018	UC Institute of Transportation Studies Board of Advisors Meeting	Sacramento

2/28/2018	HiAP Racial Equity Capitol Cohort leadership briefing for The California Endowment	Oakland
3/1/2018	SCAG Board Meeting	Los Angeles
3/2/2018	Public Health Institute's HiAP stakeholder group	Oakland
3/5/2018	Shasta Regional Transportation Agency	Redding
3/7/2018	Alternative & Renewable Fuel & Vehicle Tech Program 10th year Anniversary Event	Sacramento
3/7/2018	SGC Climate Research Grant Program: Technical Workshop	Sacramento
3/7/2018	Coalition for Clean Air Reception	Sacramento
3/9/2018	Housing California Conference Panel - Small Town, Big City Problems: Exploring Gentrification, Displacement, Exclusion and Smart Growth in Rural California	Sacramento
3/9/2018	Presentation to Clean Air Health Professionals working group of the American Lung Association with an update on the California Climate Investment programs and intersection with smart growth and community development priorities	Sacramento
3/12/2018	California Climate Investments Community Leadership Summit	Riverside
3/13/2018	Natural and Working Lands Implementation Plan Steering Committee meeting	Sacramento
3/14/2018	Continuing meeting of Bay Area conservation community and HSRA re wildlife crossings and mitigation	San Francisco
3/14/2018	Government Alliance on Race and Equity Session	Sacramento
3/15/2018	Field meeting at Romero Ranch of HSRA, conservation community, and land owner to present re-alignment of HSR through property	Gustine
3/15/2018	Roundtable: Building Resilient and Inclusive Communities in Santa Rosa	Santa Rosa
3/22/2018	Presentation to County Supervisors and Department Heads on the Intersection of State housing and environmental goals	Sacramento
3/22/2018	California Department of Water Resources - Environmental Coordination Committee	Sacramento
3/26/2018	SALC/AHSC Roundtable	Riverside
3/23/2018	Meeting of HSRA and Grasslands Water District re alignment design through Grasslands Ecological Area	Sacramento
3/28/2018	CALAND model technical advisory committee meeting	Sacramento
4/9/2018	GreenTech Summit	Sacramento
4/9/2018	HiAP staff facilitated a session at the Department of Public Health, Chronic Disease Control Branch's Spring into Action Convening looking at how to increase collaboration and engage community partners and stakeholders to sustain momentum and impact.	San Diego
4/9 – 4/12/2018	HiAP staff represented the HiAP Racial Equity Capitol Cohort at the Government Alliance on Race and Equity's National Convening and PolicyLink's Equity Summit	Chicago, IL

4/12/2018	HiAP staff presented to UC Berkeley undergraduate students in public health and urban development	Berkeley
4/12/2018	California Association of Local Area Formation Commissions (CALAFCO) Conference	San Rafael

Electronic Information Distribution

Weekly e-blasts are sent to those who have subscribed to SGC's "General Announcements" (3,331 subscribers) and "Health in All Policies" (471 subscribers) listservs. SGC utilizes Constant Contact for this outreach. We also have several sub-lists that serve audiences interested in specific programs on an as-needed basis. Our targeted lists include: Technical Assistance, Transformative Climate Communities, Affordable Housing Sustainable Communities and Sustainable Agricultural Lands Conservation.

On average, we have a 25-32% open rate on our messages, with a 20-25% click through rate.

To be added to any of these communications please sign up here: https://visitor.r20.constantcontact.com/d.jsp?llr=dwoa78xab&p=oi&m=1125143034563&sit=zi4c wowkb&f=dc01e319-5935-4c95-93c7-fdbcab8cd9e2

Social Media

SGC has been working to expand its social media reach through more strategic and consistent posting on Twitter. @CalSGC has increased its Twitter presence this quarter and now has 1,014 followers and growing.

In March, SGC launched a LinkedIn page and is working to expand its reach through that platform.

Website

Since the new SGC website went live in January 2018, Communications and Web Design staff have been working to expand upon initial offerings and resources on the site and to continue to improve user-experience.